

What is claimed:

1. A method of providing a game of chance comprising the steps of:
receiving electronic signals representing search parameters descriptive of a
product or service;
5 transmitting electronic signals representing dealers in the product or service
and associated prices;
electronically calculating a probability of winning the product or service if the
user selects to play the game;
electronically generating a pseudo-random outcome having a probability
10 corresponding to the calculated probability;
based on the pseudo-random outcome, purchasing the product or service for a
user.
2. The game of claim 1, wherein the probability is calculated so as to increase
with the value of derived from the user's interaction with the system.
- 15 3. The game of claim 2, wherein the outcome is indicated by displaying a user-
chosen number and a comparison number, such that a winning outcome is indicated
by displaying a comparison number that matches the user-chosen number, and a
losing outcome is indicated by displaying a comparison number that does not match
the user-chosen number.
- 20 4. The game of claim 3, wherein an increased probability of winning is indicated
by displaying a comparison number having at least one digit matching the
corresponding at least one digit of the user-selected number.

5. The game of claim 3, wherein the probability of winning is different than one divided by ten raised to the power of the number of digits in the comparison number.

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